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Annotated Subject Index and Author/Title Index

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ADVERTISING AND MEDIA RESEARCH

Advertising-Selling Interactions: An Attribution Theory Experiment, WILLIAM R. SWINYARD and MICHAEL L. RAY, November, 509.

Two common assumptions about advertising-selling interactions are challenged by a field experiment. The generality of "advertising paves the way for selling" is questioned by results showing selling-before-advertising to be more effective than advertising-before-selling. "Salesmen are born not made" is questioned becuase the easily learned "labeling" technique markedly increased selling effectiveness and its interaction with advertising.

Attribution Theory Implications for Advertisement Claim Credibility, LINDA L. GOLDEN, February, 115.

In an advertising experiment investigating message claim credibility, realistically the researcher probably is not dealing with naive respondents. Thus, the respondents' past experiences with advertising become a part of the attributional process. A reply is made to "Comments on Attribution Theory and Advertiser Credibility."

Effects of Price and Advertising in Test-Market Experiments, GERALD J. ESKIN and PENNY H. BARON, November, 499.

The effects of price and advertising expenditures on new-product sales are examined across four test-market experiments. Assessments of the results in terms of design adequacy and their implications for alternative theoretical explanations are offered.

Exposition of the Box-Jenkins Transfer Function Analysis, An, with an Application to the Advertising-Sales Relationship, RICHARD M. HELMER and JOHNY K. JOHANSSON, May, 227.

See "Econometric Models"

Impact of Physically Attractive Models on Advertising Evaluations, The, MICHAEL J. BAKER and GILBERT A. CHURCHILL, JR., November, 538.

A considerable amount of social science research suggests an individual's initial perception of and reaction to another individual are affected by the physical attractiveness of the other person. The authors attempt to assess whether this general finding applies to people's perceptions of advertisements.

Market Share Response to Advertising: An Example of Theory Testing, DAN HORSKY, February, 10.

The purpose of this study is to formulate and test a model which can assess the impact of advertising on sales, rather than just produce sales forecasts. The proposed model, which incorporates many of the models and concepts previously suggested, is found through predictive tests to be consistent with empirical evidence.

Predicting Audience Exposure to Spot TV Advertising Schedules, ROBERT S. HEADEN, JAY E. KLOMPMAKER, and JESSE E. TEEL, JR., February, 1.

A probabilistic model is developed that relates advertising schedule variables to the attendant audience exposure pattern. Results of a large-sample test of the model are presented, as well as an example of a practical application.

Test-Retest Correlations and the Reliability of Copy Testing, ALVIN J. SILK, November, 476.

See "Regression and Other Statistical Techniques"

Women's Lib-ers Versus Independent Women: A Study of Preferences for Women's Roles in Advertisements, JACOB M. DUKER and LEWIS R. TUCKER, JR., November, 469.

Young college women who are "independent" and who express profeminist attitudes are shown not to react significantly differently to women's roles in advertisements from women who are not "independent" and do not express profeminist attitudes, or from an intermediate group called "neutrals."

ATTITUDE THEORY RESEARCH

Age Differences in Information Processing: A Perspective on the Aged Consumer, LYNN W. PHILLIPS and BRIAN STERNTHAL, November, 444.

See "Information Processing"

Discriminant Validity of a Product-Anchored Self-Concept Measure, GEORGE E. BELCH and E. LAIRD LANDON, JR., May, 252.

See "Buyer Behavior"

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Information Load and Decision Quality: Some Contested Issues, JACOB JACOBY, November, 569.
See "Information Processing"

Maximum Likelihood Factor Analysis of Attitude Data, ROGER M. HEELER, THOMAS W. WHIPPLE, and THOMAS P. HUSTAD, February, 42.
See "Regression and Other Statistical Techniques"

Time Horizon Effects on Product Evaluation Strategies, PETER WRIGHT and BARTON WEITZ, November, 429.
See "Buyer Behavior"

Unsold Prospect, The: Dyadic and Attitudinal Determinants, EDWARD A. RIORDAN, RICHARD L. OLIVER, and JAMES H. DONNELLY, JR., November, 530.
The influence of attitudinal similarities on the dyadic interaction of salesmen and their prospects was examined with particular attention to the unsold prospect. Unsold prospects differed significantly from salesmen and sold prospects on all variables, and perceived role congruence was found to be the major discriminator of unsold prospects.

BRAND CHOICE

Relation of Brand Choice to Purchase Frequency, ROBERT W. SHOEMAKER, RICHARD STAELIN, JOSEPH B. KADANE, and F. ROBERT SHOAF, November, 458.
Several estimation procedures are outlined for testing the common assumption that the distributions of purchase probabilities for a brand are independent of product class purchase frequency. A frequency dependent Dirichlet distribution is proposed which appears to provide an improved description of how purchase probabilities are related to product class purchase frequency.

BUYER BEHAVIOR

Age Differences in Information Processing: A Perspective on the Aged Consumer, LYNN W. PHILLIPS and BRIAN STERNTHAL, November, 444.
See "Information Processing"

Cross-Shopping and Retail Growth, STANTON G. CORT and LUIS V. DOMINGUEZ, May, 187.
Cross-shopping is shown to produce incremental business for a retail firm. The conditions under which such cross-shopping occurs are specified. The results of a study of a specialty store chain's growth problem demonstrate that these conditions can be measured by use of accepted research techniques.

Discriminant Validity of a Product-Anchored Self-Concept Measure, GEORGE E. BELCH and E. LAIRD LANDON, JR., May, 252.
The effect of several factors on the validity of a product-anchored self-concept measure is examined. Though the measure is not affected by product order or subject's attitude toward the task, it is affected by social desirability and product ownership, two factors of central importance in consumer research.

Effects of Price and Advertising in Test-Market Experiments, GERALD J. ESKIN and PENNY H. BARON, November, 499.
See "Advertising and Media Research"

Effects of Price, Store Image, and Product and Respondent Characteristics on Perceptions of Quality, The, JOHN J. WHEATLEY and JOHN S. Y. CHIU, May, 181.
Perceived quality appears to be associated consistently with high prestige store, high prices, and physical attributes of products such as color. Consumer income and educational level also affect perceptions of quality. These consumer demographic characteristics interact with each other and with the marketing mix in a complex manner.

Estimating the Proportion of "Always Buy" and "Never Buy" Consumers: A Likelihood Ratio Test with Sample Size Implications, MANOHAR U. KALWANI and DONALD G. MORRISON, November, 601.
See "Econometric Models"

Factors Moderating the Resolution of Preference Conflict in Family Automobile Purchasing, ALVIN C. BURNS and DONALD GRANBOIS, February, 77.
A comparison of husbands' and wives' preferences in 11 subdecisions of the automobile purchase decision revealed strong similarity in first choices but moderate discrepancy in total preference distributions. However, analysis of responses to measures of involvement, empathy, and recognized authority supports the hypothesis that these factors may reduce substantially the likelihood of conflict-resolving behavior, thus suggesting the need to add these variables to models of family decision making.

Impact of Physically Attractive Models on Advertising Evaluations, MICHAEL J. BAKER and GILBERT A. CHURCHILL, JR., November, 538.
See "Advertising and Media Research"

Information Load and Decision Quality: Some Contested Issues, JACOB JACOBY, November, 569.
See "Information Processing"

Nonverbal Communication in Marketing: Toward a Communicational Analysis, THOMAS V. BONOMA and LEONARD C. FELDER, May, 169.
The authors selectively overview and review the current "state of art" in the measurement of and theorizing about nonverbal components of interactive behavior.

Relation of Brand Choice to Purchase Frequency, ROBERT W. SHOEMAKER, RICHARD STAELIN, JOSEPH B. KADANE, and F. ROBERT SHOAF, November, 458.
See "Brand Choice"

Striking Characteristic of Innovators, A, JAMES W. TAYLOR, February, 104.
A wide variety of sociological, psychological, and demographic characteristics have been hypothesized to describe the early triers of new consumer products, but have not been supported by subsequent research. This report concerns research into product class use, a characteristic that is associated markedly with early trial.

Time Horizon Effects on Product Evaluation Strategies, PETER WRIGHT and BARTON WEITZ, November, 429.
Women's time horizons in evaluating product concepts (birth control devices) were varied experimentally. The variations produced changes in the linearity and complexity of the evaluation strategies used, and in the emphasis given to specific factors. The implications of the findings for modeling consumer choice strategies and for predicting choices on the basis of concept-evaluation studies are discussed.

Unsold Prospect, The: Dyadic and Attitudinal Determinants, EDWARD A. RIORDAN, RICHARD L. OLIVER, and JAMES

H. DONNELLY, JR., November, 530.
See "Attitude Theory Research"

Value of Unit Price Information, The, J. EDWARD RUSSO, May, 193.
See "Pricing Research"

CHANNELS OF DISTRIBUTION

Channel Environment and Channel Leadership, MICHAEL ETGAR, February, 69.

The relationship between various factors characteristic of channel environments and the extent of control of a channel leader in his channel is explored. The characteristics of demand, the marketing technology used, and interchannel competition are found to be correlated with greater channel control by a channel leader. Jointly, these results imply that channel leaders tend to emerge in distributive channels when the channel environment is threatening.

COMPUTER ABSTRACTS

AREAL: A Program for Deriving the Areal Extent of a Trade Area, RICHARD R. BATSELL and DAVID L. HUFF, November, 556.

Computer Programs for Marketing Instruction, MURPHY A. SEWALL, February, 92.

DISFRE: Distribution-Free Discriminant Analysis Program, PATRICK W. SHANNON, May, 242.

DIST: A Numerical Conjoint Measurement Program Designed to Scale Data to a Distributive Model in Three Dimensions, DOUGLAS R. EMERY, August, 413.

DOLPREF: A Dollarmetric Program for Preference Analysis, KEN MERITT, ALOK SHARMA, and ARCH G. WOODSIDE, May, 243.

DULDST: A Numerical Conjoint Measurement Program Designed to Scale Data to a Dual-Distributive Model in Three Dimensions, DOUGLAS R. EMERY, November, 558.

EAT: Entropy Analysis Technique, R. DARCY and H. AIGNER, August, 416.

Growth Curves: An Interactive Computer Program, GIDEON VIGDERHOUS, February, 96.

LINMAP (Version II): A FORTRAN IV Computer Program for Analyzing Ordinal Preference (Dominance) Judgments via Linear Programming Techniques and for CONJOINT Measurement, ALLAN D. SHOCKER and V. SRINIVASAN, February, 101.

MAILIT: Mail Survey Strategy Simulation Teaching Aid, ALVIN C. BURNS, February, 95.

MNAHOLD: A Program to Analyze an MNA Hold-Out Sample, HOWARD S. GITLOW, February, 99.

MVBFS: A Program Using the Multivariate Behrens-Fisher Solution for Conditional Deletion in Two-Group Discriminant Analysis Models, CHRISTIE H. PAKSOY, CAROL E. FERGUSON, MARVIN KARSON, and TERRENCE MARTELL, May, 245.

PAIRTRAN: Maximum Likelihood Paired Comparison Rankings with Transitivity and Inversion Analysis, DONALD E. STEM, JR., VAUGHAN WALKER, and GEORGE DAVIDSON, August, 414.

PROMAR: The New Product Marketing Game, RICHARD E. ZELLER, LAWRENCE A. BROWN, and C. SAMUEL CRAIG, August, 415.

RANDIAL: A Program for Generating Random Telephone Numbers in Interviewer Usable Form, ROGER GATES and ROBERT BROBST, May, 240.

RIDGEREG: A Program to Improve the Precision of Regression Estimates for Nonorthogonal Data, CHARLES E. BRADLEY and ANTHONY F. McGANN, August, 412.

RRIDGE: A Program for Estimating Parameters in the Presence of Multicollinearity, ARUN K. JAIN, VIJAY MAHAJAN, and MICHEL BERGIER, November, 561.

SCJM: A Stochastic Conjoint-Measurement Diagnosis Program, HENRY B. PERSON, February, 98.

SFIT: Matrix Fitting When Points Correspond Only in Some Substantive Sense, INGWER BORG, November, 556.

STIMULI: A Fortran IV Program for Presenting Optimally Ordered Paired Comparison Stimuli, BOBBY J. CALDER, August, 410.

STREP: Selecting the Best Regression Equation by Maximizing Weight Validity, JOHN D. MORRIS, August, 410.

TOMS: A Series of APL/CRMS Programs to Facilitate the Teaching of Multivariate Methods and Scaling, THOMAS J. REYNOLDS, ROBERT T. LEPMAN, and ROBERT L. ANDREWS, November, 559.

TPL: Table Producing Language, a Cross-Tabulation System, RUDOLPH C. MENDELSSOHN, May, 241.

VARSEL: A Stepwise Discrete Variable Selection Program, WILLIAM R. DILLON and MATTHEW GOLDSTEIN, August, 419.

WMW: A Wilcoxon Mann-Whitney Cell Comparison Program, HENRY B. PERSON, February, 98.

ECONOMETRIC MODELS

Bayesian Analysis for the Evaluation of Marketing Research Expenditures: A Reassessment, GERT ASSMUS, November, 562.

Several authors have suggested evaluation of marketing research information by Bayesian analysis on the basis of two assumptions: (1) the marketing manager is able to supply valid inputs for the analysis and (2) the essence of the evaluation problem can be captured in the Bayesian analysis framework. This note is a review of recent studies into behavioral decision-making that challenge these two assumptions.

Cognitive Algebra of the Parametric Marginal Desirability Model, The: A Research Note, JOHN F. McELWEE and LEONARD J. PARSONS, May, 257.

An asymmetric multiplying cognitive algebra is implied theoretically by the parametric marginal desirability model. When given a PMD task, a substantial percentage of consumers do employ the predicted cognitive algebra.

Delimiting the Areal Extent of a Market Area, DAVID L. HUFF and RICHARD R. BATSELL, November, 581.

An objective procedure is advanced by which to transform customer dot distributions into well-defined and bounded market areas.

Estimating Models of Seasonal Market Response Using Dummy Variables, ALBERT R. WILDT, February, 34.

Researchers often suggest the usefulness of regression models of market response as aids to market decision making. Commonly, models which involve monthly, bimonthly, or quarterly data explicitly account for seasonal variations by the use of dummy variables. This note critically examines the use of dummy variables in seasonal models.

Estimating the Proportion of "Always Buy" and "Never Buy" Consumers: A Likelihood Ratio Test with Sample Size Implications, MANOHAR U. KALWANI and DONALD G. MORRISON, November, 601.

The likelihood ratio test is presented as a natural method to

test for the presence of "always buy" and "never buy" consumers. The purchase sequence lengths and sample sizes required to estimate the proportions of these buyers are determined by the use of simulated data. The method also is applied to two sets of well-known data.

Exploring Territorial Differences in the Relations Between Marketing Variables, DICK R. WITTINK, May, 145.

The parameters of a market share response function are estimated by using time series data separately for several sales territories. In a second stage an attempt is made to explain territorial differences in parameter estimates. It appears that for the brand studied advertising may serve to increase the price sensitivity.

Exposition of the Box-Jenkins Transfer Function Analysis, An, with an Application to the Advertising-Sales Relationship, RICHARD M. HELMER and JOHNY K. JOHANSSON, May, 227.

The logic underlying the Box-Jenkins transfer function analysis is developed and compared with established econometric approaches. The technique is shown to provide a safeguard against spurious effects by eliminating all time dependency in the data before assigning any effects to proposed independent variables, and by the systematic elimination of a wide variety of candidate effect models.

Framework for the Comparison of Marketing Models, A: A Delphi Study, JEAN-CLAUDE LARRÉCHÉ and DAVID B. MONTGOMERY, November, 487.

A Delphi procedure is used to develop and calibrat dimensions of marketing models which may be expected to relate to the likelihood that a marketing model will be accepted by marketing managers. The resulting framework, calibrated with 10 reference models over four Delphi iterations, is used to analyze four additional models.

Management-Oriented Model for Allocating Sales Effort, A, A. PARASURAMAN and RALPH L. DAY, February, 22.

A model for sales territory analysis was developed in cooperation with sales executives of a large firm. It models field selling operations in a way which is intuitive to managers though using quantitative methods and computer simulation. It heavily weights judgmental inputs and explicitly models salesman-customer interaction and carryover effects of previous sales efforts.

Market Share Response to Advertising: An Example of Theory Testing, DAN HORSKY, February, 10.
See "Advertising and Media Research"

Multistage Decision Model for Salesforce Management, A, CHARLES A. BESWICK and DAVID W. CRAVENS, May, 135.

Salesforce decisions consist of a series of interrelated processes. Efforts to develop quantitative models for these decision areas have been hindered by the complex interactions among the areas. A multistage decision model is presented which treats the salesforce decision areas as an aggregate decision process consisting of a series of interrelated stages.

On the Analysis of Qualitative Data in Marketing Research, PAUL E. GREEN, FRANK J. CARMONE, and DAVID P. WACHSPRESS, February, 52.

Logit and log-linear models are new techniques for analyzing categorical data. Each of these models is described and applied to a problem involving consumer adoption of a new telecommunications service. The models provide probability-of-adoption predictions that can be used to select favorable market areas for promoting the service.

Parameter Estimation in Marketing Models in the Presence of Multicollinearity: An Application of Ridge Regression, VIJAY MAHAJAN, ARUN K. JAIN, and MICHEL BERGIER, November, 586.
See "Regression and Other Statistical Techniques"

Predicting Audience Exposure to Spot TV Advertising Schedules, ROBERT S. HEADEN, JAY E. KLOMPMAKER, and JESSE E. TEEL, JR., February, 1.
See "Advertising and Media Research"

Structural Equation Models in Experimental Research, RICHARD P. BAGOZZI, May, 209.

A general model is derived and illustrated for the analysis of field and laboratory experimental data. The model explicitly provides for the determination of the magnitude and significance of experimental effects and can be used in a diagnostic sense in the interpretation and design of experiments. Comparisons are made with the analysis of variance techniques where applicable.

INFORMATION PROCESSING

Age Differences in Information Processing: A Perspective on the Aged Consumer, LYNN W. PHILLIPS and BRIAN STERNTHAL, November, 444.

Literature pertaining to the effects of age differences indicates that elderly individuals and younger adults process information differently. Age differences result in a complex set of changes in individuals' sources of information, ability to learn, and susceptibility to social influence. The implications of these changes are discussed in terms of marketing practice, theory, and methodology.

Information Load and Decision Quality: Some Contested Issues, JACOB JACOBY, November, 569.

Important conceptual-definitional and empirical issues previously have been raised with regard to information overload in the consumer context. The primary purpose of this rejoinder is to highlight points of agreement and disagreement and thus bring closer a resolution of the issues.

INTERVIEWING METHODS

Compliance with an Interview Request: A Foot-in-the-Door, Self-Perception Interpretation, PETER H. REINGEN and JEROME B. KERNAN, August, 365.

The foot-in-the-door technique, derived from a social-psychological concept which suggests that compliance with a relatively large request is significantly more likely to occur if preceded by compliance with a small request of the same genre, is extended to a marketing research application in the context of a 2×2 factorial design incorporating size of request and incentive.

How to Ask Questions About Drinking and Sex: Response Effects in Measuring Consumer Behavior, ED BLAIR, SEYMOUR SUDMAN, NORMAN M. BRADBURN, and CAROL STOCKING, August, 316.

This article reports a nationwide study of response effects based on answers from almost 1,200 respondents to threatening behavioral questions presented in various formats. Results indicate that threatening questions requiring yes-or-no answers can be asked in any format, but that threatening questions requiring

quantified answers are best asked in open-ended, long questions with respondent-familiar wording.

Investigation into Interviewer Effects in Market Research, An, J. R. McKENZIE, August, 330.

Results of a survey of attitudes toward a range of potential new products are analyzed to detect interviewer effects by means of a nested random effects analysis of variance model. The relationship of such effects to interviewers' views on the products and to question content also is investigated.

Measures of Interviewer Bias and Variance, BARBARA BAILAR, LEROY BAILEY, and JOYCE STEVENS, August, 337.

Two studies of interviewer bias and variance are reported. One is a controlled experiment which yielded estimates of interviewer variability. The other, in which a controlled experiment was not feasible, yielded indications of a relationship between "success" in collecting income data and interviewer characteristics and attitudes.

Striving for Response Accuracy: Experiments in New Interviewing Techniques, CHARLES F. CANNELL, LOIS OKSENBERG, and JEAN M. CONVERSE, August, 306.

A dual program analyzed response invalidity and experimented with interviewing techniques designed to improve reporting. Respondent perceptions, interviewer behavior, and the relation of invalidity to characteristics of requested information are discussed and hypotheses are posed about cognitive and emotional demands of the question-answering task.

MARKET SEGMENTATION

Cross-Shopping and Retail Growth, STANTON G. CORT and LUIS DOMINGUEZ, May, 187.
See "Buyer Behavior"

ORGANIZATIONAL BUYER BEHAVIOR

Industrial Buyer, The, and the Postchoice Evaluation Process, DAVID R. LAMBERT, RONALD J. DORNOFF, and JEROME B. KERNAN, May, 246.

Models of industrial buyer behavior generally assume that postchoice evaluation of purchased materials serves as an input to the decision-maker's attitude set, and hence has some effect on subsequent decision-making. The findings of an exploratory experiment suggest that the impact of evaluation after choice may be more complex than previously supposed.

PRICING RESEARCH

Effects of Price and Advertising in Test-Market Experiments, GERALD J. ESKIN and PENNY H. BARON, November, 499.
See "Advertising and Media Research"

Value of Unit Price Information, The, J. EDWARD RUSSO, May, 193.

When unit prices were posted on separate shelf tags in a supermarket, consumer expenditures decreased by 1%. When unit prices were displayed also on an organized list, consumer savings were 3%. In addition, the list format caused a 5% increase in the market shares of store brands. The benefits to both consumers and retailers justify the cost of providing unit price information on a widespread basis.

REGRESSION AND OTHER STATISTICAL TECHNIQUES

Bayesian Analysis for the Evaluation of Marketing Research Expenditures: A Reassessment, GERT ASSMUS, November, 562.
See "Econometric Models"

Comments on Pooling Issues and Methods in Regression Analysis, ROBERT BROBST and ROGER GATES, November, 598.

The authors comment on Bass and Wittink's use of Wallace's "weaker" criteria to justify pooling data that fail to meet the conventional homogeneity test.

Estimating Models of Seasonal Market Response Using Dummy Variables, ALBERT R. WILDT, February, 34.
See "Econometric Models"

Exposition of the Box-Jenkins Transfer Function Analysis, An, with an Application to the Advertising-Sales Relationship, RICHARD M. HELMER and JOHNY K. JOHANSSON, May, 227.
See "Econometric Models"

Maximum Likelihood Factor Analysis of Attitude Data, ROGER M. HEELER, THOMAS W. WHIPPLE, and THOMAS P. HUSTAD, February, 42.

Maximum likelihood factor analysis is a useful technique for analyzing attitude data. The solution can be tested statistically for goodness of fit. Companion procedures for restricting the factor solution permit the testing of hypothesized factor structures. Thus the technique can be used to construct solutions that are more clearly interpretable while still providing adequate fit to the data.

On the Analysis of Qualitative Data in Marketing Research, PAUL E. GREEN, FRANK J. CARMONE, and DAVID P. WACHSPRESS, February, 52.
See "Econometric Models"

Parameter Estimation in Marketing Models in the Presence of Multicollinearity: An Application of Ridge Regression, VIJAY MAHAJAN, ARUN K. JAIN, and MICHEL BERGIER, November, 586.

In the presence of multicollinearity in data, the estimation of parameters or regression coefficients in marketing models by means of ordinary least squares may give inflated estimates with a high variance and wrong signs. The authors demonstrate the potential usefulness of the ridge regression analysis to handle multicollinearity in marketing data.

Test-Retest Correlations and the Reliability of Copy Testing, ALVIN J. SILK, November, 476.

Test-retest correlations often are reported as measures of the reliability of copy testing procedures with little or no attention to the conditions under which such an interpretation is meaningful. Some checks are suggested for assessing the consistency of test-retest data with certain requirements which should be met if a test-retest correlation is to serve as a reliability index.

Validation of Discriminant Analysis in Marketing Research, MELVIN R. CRASK and WILLIAM D. PERREAULT, JR., February, 60.

The validation problems inherent in small-sample discriminant analysis are examined. Two recently developed alternatives to the more traditional methods are explained and illustrated in the context of a salesman-selection problem.

RETAILING AND WHOLESALING

Cross-Shopping and Retail Growth, STANTON G. CORT and LUIS V. DOMINGUEZ, May, 187.
See "Buyer Behavior"

Effects of Price, Store Image, and Product and Respondent Characteristics on Perceptions of Quality, The, JOHN J. WHEATLEY and JOHN S. Y. CHIU, May, 181.
See "Buyer Behavior"

Value of Unit Price Information, The, J. EDWARD RUSSO, May, 193.
See "Pricing Research"

SALESFORCE RESEARCH

Advertising-Selling Interactions: An Attribution Theory Experiment, WILLIAM R. SWINYARD and MICHAEL L. RAY, November, 509.
See "Advertising and Media Research"

Anonymity and Response by Salespeople to a Mail Questionnaire, CHARLES M. FUTRELL and JOHN E. SWAN, November, 611.
See "Sampling and Survey Methods"

Determination of Sales Potentials and Performance for an Industrial Goods Manufacturer, WILLIAM E. COX, JR., and GEORGE N. HAVENS, November, 574.

An industrial goods manufacturer has successfully measured the sales performance of its industrial distributors by a method based on the determination of territory sales potentials. This note illustrates why and how the method was developed and applied.

Identifying Successful Industrial Salesmen by Personality and Personal Characteristics, LAWRENCE M. LAMONT and WILLIAM J. LUNDSTROM, November, 517.

Despite continuing research effort, little success has been achieved in the use of personality and personal characteristics to predict the performance of salesmen. From an empirical study, a set of personality variables and personal characteristics that appear to have value in the selection of industrial salesmen are identified.

Management-Oriented Model for Allocating Sales Effort, A, A. PARASURAMAN and RALPH L. DAY, February, 22.
See "Econometric Models"

Motivation and Performance in Industrial Selling: Present Knowledge and Needed Research, ORVILLE C. WALKER, JR., GILBERT A. CHURCHILL, JR., and NEIL M. FORD, May, 156.

This position paper argues that current knowledge of the determinants of motivation and performance in industrial selling is woefully inadequate. The authors offer a conceptual model which identifies a set of individual, interpersonal, organizational, and environmental variables that may influence a salesman's motivation and job performance.

Multistage Decision Model for Salesforce Management, A, CHARLES A. BESWICK and DAVID W. CRAVENS, May, 135.
See "Econometric Models"

Unsold Prospect, The: Dyadic and Attitudinal Determinants, EDWARD A. RIORDAN, RICHARD L. OLIVER, and JAMES H. DONNELLY, JR., November, 530.
See "Attitude Theory Research"

Validation of Discriminant Analysis in Marketing Research, MELVIN R. CRASK and WILLIAM D. PERREAULT, JR., February, 60.
See "Regression and Other Statistical Techniques"

SAMPLING AND SURVEY METHODS

Advance Correspondence and Error in Mail Surveys, BRUCE J. WALKER and RICHARD K. BURDICK, August, 379.

The results of this experimental study suggest that advance correspondence produces a higher response rate, but at a higher cost per usable return, than using no advance correspondence. Two forms of advance correspondence, postcard and letter, produced approximately equal response rates but the advance postcard had a lower cost per usable return.

Anonymity and Response by Salespeople to a Mail Questionnaire, CHARLES M. FUTRELL and JOHN E. SWAN, November, 611.

Response rates, item omissions, response patterns, personality characteristics, and job performance were tested for relationships to anonymity on questionnaires mailed to the salesmen of a national organization. No significant differences were found between the identified group and the anonymous group.

Collecting Income Data on Sample Surveys: Evidence from Split-Panel Studies, ROGER A. HERRIOT, August, 322.

This article presents the results of two split-panel studies, one local and one national, which attempt to measure the effect of four questionnaire variants on the reporting of income in sample surveys. The results tend to support the hypothesis that the more summary the treatment of subject, the less complete is the reporting of income.

Comments on "Mail Survey Premiums and Response Bias," STEPHEN W. BROWN and KENNETH A. CONEY, August, 385.

The purpose of this comment is to point out some potential problems associated with Whitmore's research.

Effects of Source and Appeal on Mail Survey Response Patterns, The, MICHAEL J. HOUSTON and JOHN R. NEVIN, August, 374.

Two major sponsors of consumer mail surveys are universities and commercial research firms. Results of the experiment discussed here suggest that these sponsors should differ in the appeal they include in survey cover letters to elicit the most favorable response patterns.

Efficacy of a Third Request Letter in Mail Surveys of Professionals, WALDEMAR M. GOULET, February, 112.

By directing the type of appeal in the third request letter, researchers may motivate many nonrespondents to answer selected portions of the questionnaire. Regardless of the appeal employed in the third wave, an increased number of totally completed questionnaires can be expected.

Estimating Nonresponse Bias in Mail Surveys, J. SCOTT ARMSTRONG and TERRY S. OVERTON, August, 396.

Valid predictions for the direction of nonresponse bias were obtained from subjective estimates and extrapolations in an analysis of mail survey data from published studies. For estimates of the magnitude of bias, the use of extrapolations led to substantial improvements over a strategy of not using extrapolations.

Estimating the Proportion of "Always Buy" and "Never Buy" Consumers: A Likelihood Ratio Test with Sample Size Implications, MANOHAR U. KALWANI and DONALD G. MORRISON, November, 601.
See "Econometric Models"

Factor Interactive Investigation of Mail Survey Response Rates from a Commercial Population, A, MILTON M. PRESSLEY and WILLIAM L. TULLAR, February, 108.
The results of a factorial experiment showed that a 10¢ incentive significantly increased the response rate from the commercial population surveyed by mail. No significant main effects were noted for the other factors tested. No significant interactive effects were found.

Focus Groups and the Nature of Qualitative Marketing Research, BOBBY J. CALDER, August, 353.
Use of the focus group technique is widespread in qualitative marketing research. The technique is considered here from a philosophy of science perspective which points to a confusion of three distinct approaches to focus groups in current commercial practice.

Graphic Positioning Scale: An Economical Instrument for Surveys, CHEM NARAYANA, February, 118.
See "Scaling Methods"

How to Ask Questions About Drinking and Sex: Response Effects in Measuring Consumer Behavior, ED BLAIR, SEYMOUR SUDMAN, NORMAN M. BRADBURN, and CAROL STOCKING, August, 316.
See "Interviewing Methods"

Interaction of Refusal and Not-at-Home Sources of Nonresponse Bias, The, JAMES B. WILCOX, November, 592.
Refusals and not-at-homes generally are assumed to be independent sources of bias in survey research. The validity of that assumption was studied empirically and a typology of interaction for the two sources of error is presented.

Investigation into Interviewer Effects in Market Research, An, J. R. McKENZIE, August, 330.
See "Interviewing Methods"

Is Random Digit Dialing Really Necessary?, CLYDE L. RICH, August, 300.
The purpose of this article is to suggest that, for some studies, samples which include only published numbers may be adequate.

Mail Survey Response Rate and Bias: The Effect of Home Versus Work Address, MICHAEL A. McGINNIS and CHARLES J. HOLLON, August, 383.
A study was undertaken to ascertain whether the response rate and responses of a group of technically trained professional employees differed between those who received the questionnaire at work and those who received it at home. Response rates were found to be independent of address, and the frequency of questionnaire item significance was not significantly different.

Mail Survey Response Rates: Their Manipulation and Impact, MICHAEL S. GOODSTADT, LINDA CHUNG, REENA KRONITZ, and GAYNOLL COOK, August, 391.
A study involving 2,416 randomly selected magazine readers indicated that response rates to mail questionnaires were significantly increased by the use of 25¢ premiums, but not by the use of a free-book premium or a free-book reward for responding. Response rates over time showed a very significant linear trend with an additional smaller cubic component. A complex significant (cubic) relationship between speed of response and favorability of expressed opinions reinforced conclusions that the broadest spectrum of opinions is obtained best by maximizing response rates.

Measures of Interviewer Bias and Variance, BARBARA BAILAR, LEROY BAILEY, and JOYCE STEVENS, August, 337.
See "Interviewing Methods"

Obtaining Cooperation in a Survey of Business Executives, JOHN B. FORSYTHE, August, 370.
A survey is described in which the crucial first step was to obtain from chief executives of business firms the names of certain of their subordinates and approval to survey them. Among several techniques used to obtain a high rate of cooperation were two involving personalization of the first approach to the chief executives. Comparison of response rates and other results with those obtained from a control group surveyed only by mail indicates that the personalization procedures had an effect opposite that desired.

Relative Efficiency and Bias of Plus-One Telephone Sampling, E. LAIRD LANDON, JR., and SHARON K. BANKS, August, 294.
A relatively new telephone sampling method, plus-one, is introduced and evaluated. The primary criteria of evaluation are efficiency and bias. Plus-one is compared with previously published sampling methods and evaluated through an analysis of empirical studies.

Reply on "Mail Survey Premiums and Response Bias," A, WILLIAM J. WHITMORE, August, 388.
The author replies to the comments by Brown and Coney.

Selected Results from the 1972–73 Diary Surveys, T. C. WALSH, August, 344.
The author addresses two methodological aspects of the Diary Survey conducted as part of the 1972–73 Consumer Expenditures Program by the U.S. Buerau of the Census for the U.S. Bureau of Labor Statistics. The Diary Survey was a record-keeping survey in which sample households were asked to record all their expenditures for a 14-day period. The survey was conducted over a two-year period from July 1972 to June 1974.

Some Recent Developments in Sample Survey Design, MARTIN R. FRANKEL and LESTER R. FRANKEL, August, 280.
Some of the recent developments in sample survey methodology that are relevant to marketing research are reviewed.

SCALING METHODS

Discriminant Validity of a Product-Anchored Self-Concept Measure, GEORGE E. BELCH and E. LAIRD LANDON, JR., May, 252.
See "Buyer Behavior"

Graphic Positioning Scale: An Economical Instrument for Surveys, CHEM L. NARAYANA, February, 118.
Attitude scales form the bulk of many survey questionnaires and contribute to respondent fatigue and boredom. The contention is presented that a substantial reduction in the length of a survey questionnaire can be achieved, without loss of any information, by judicial use of the attitude scale. An alternative measurement scale, the graphic positioning scale, is presented.

Method for Developing Tailormade Semantic Differentials for

Specific Marketing Content Areas, A, JOHN DICKSON and GERALD ALBAUM, February, 87.

The authors suggest the need for more thorough testing of tailormade semantic differential instruments before they are used in specific marketing content areas. The results of this study provide evidence that it is possible to develop, as endpoints for semantic differential scales, phrases which show a high degree of reliability and aid in the reduction of concept-scale interaction.

On Establishing Convergent Validity: A Reply to Wilkes and Wilcox, JOHN O. SUMMERS and DAVID B. MacKAY, May, 263.

In reply to Wilkes and Wilcox, the authors discuss the process by which convergent validity is investigated and relate it to the procedures adopted in their original article. They discuss the Wilkes and Wilcox study and question their assumptions concerning the "task complexity" of direct similarity and map (configuration) evaluation judgments.

On the Validity and Reliability of Direct Similarity Judgments: A Comment, ROBERT E. WILKES and JAMES B. WILCOX, May, 261.

A recent *JMR* article raised several conceptual issues concerning the use of direct similarity judgments in multidimensional scaling analysis. This comment questions certain portions of the methodology used in the original article.

Time and Accuracy Measures for Alternative Multidimensional Scaling Data Collection Methods: Some Additional Results, SHELBY H. McINTYRE and ADRIAN B. RYANS, November, 607.

Study findings suggest that a modified rank order procedure may be superior to the anchor point procedure in gathering data for nonmetric MDS studies. The rating scale method proved to be significantly faster than the anchor point method, yet it did not yield significantly less accurate results.

MISCELLANEOUS

Careers and Noncommunication—A Reply, ARTHUR J. KOVER, November, 580.

The author replies to the comment by Lillis.

Careers and Noncommunication: The Case of Academic and Applied Marketing Research—A Comment, CHARLES M. LILLIS, November, 579.

The author comments on Kover's article on the apparent communications gap between academic and applied marketing researchers.

Introduction to Special Issue on Survey Research, ROBERT FERBER, August, 277.

Survey techniques serve as the basis for the bulk of the research carried on in the marketing field. In many ways survey research and marketing research have moved forward side by side over the last few decades. The articles in this special issue concern three particular aspects of survey research, namely sampling, questionnaire preparation, and data collection.

Making Marketing Research Accountable, JEFFREY GANDZ and THOMAS WHIPPLE, May, 202.

Analysis of the potential payoffs from a proposed research project, during a time of tight budgetary constraints, proved helpful in obtaining the required funds and improved the quality of the research itself.

New Additions to the Reference Library, ROBERT A. PETERSON, May, 266; November, 623.

An overview is presented of selected new publications and services whose sole purpose is to summarize or reference literature pertinent to an increasingly professional marketing manager or researcher.

Recent Publications on Survey Research Techniques, MARY A. SPAETH, August, 403.

This bibliography covers books and articles on survey research techniques published mainly in the period 1974-1976. It is not intended to be a comprehensive bibliography of all material related to survey research published during those years. Instead, it is a selection of that material.

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